2011 Calendar for America Planning Conference

26 October 2010
Millington, TN

CDR Rick Haupt

Navy Office of Community Outreach

Welcome / Admin Remarks

- Confidentiality
- Cell phones
- Agenda
- Conference packets (fill out name cards)
- Lunch on Site/Registration Fee
- http://www.navy.mil/navco/CFA

RDML Denny Moynihan

Chief of Information

RDML Craig Faller

Commander,

Navy Recruiting Command

RDML(ret) Jay Deloach

Navy History and Heritage Command

Break

Rodd Wagner
and
Alison Simon, Ph.D.

Gallup

“Landing the Navy Message”

Questions?

Break

CDR Rick Haupt

Director, NAVCO
Report to Stakeholders

CAPT Greg McWherter

Commanding Officer
Blue Angels

Ms. Beth Baker
Public Affairs Officer
Navy Region Mid-Atlantic

New York Fleet Week

Questions

Lunch on Site

LCDR Pam Bou

&

LT Glenn Sircy

Leveraging Approachability AND Interactivity

Best use of "Local Force for Good"

Chicago Navy Week

- ***NRD***
- ***NOSC***
- ***RTC Great Lakes***
- ***Navy Region Midwest***

Best use of “Hometown Sailors”

Phoenix Navy Week

- CAPT Kopas
- LT McClintock
- NCC Waters

Best employment of “Blue Angels”

Charleston Navy Week

- City partnership
- Navy media saturation

Best use of “Leap Frogs”

Boise Navy Week

- Two jumps each day
- Overall impact

Best use of “Ship Visits”

Boston Navy Week

- *USS Whidbey Island and USS Hawes*
- *Total visitors*
- *Participation*

Best use of “Namesakes”

Cleveland Navy Week

- USS Ohio and USS Cleveland
- Great use of cross-TYCOM support

Best use of “Divers”

St. Louis Navy Week

- *Six events at five locations*
- *Aquarium and mobile dive tank*
- *Media*

Best use of “EOD”

Phoenix Navy Week

- *Media*
- *High School visits*
- *Sporting event*

Best "Government" engagements

Salt Lake City Navy Week

- ***State Senate Majority Whip***
- ***Governor***
- ***Mayor***

Best use of “Seabees”

Baltimore Navy Week

- *Media*
- *Static Displays*
- *Civic Involvement*

Best use of “USS Constitution”

Des Moines Navy Week

- Community Service
- Mayoral Proclamation
- Education

Best use of "Navy Medicine"

Birmingham Navy Week

- ***Navy Surgeon General***
- ***Media***
- ***Education***

Best use of "Navy Bands"

San Antonio Navy Week

- ***Multiple performances***
- ***Impressions***

Best “Corporate” engagements

Twin Cities Navy Week

- Cargill
- Target
- St. Jude

Best use of “Recruiting Properties”

Salt Lake City Navy Week

- State Fair
- High Schools

Best "Civic" engagements

Little Rock Navy Week

- *Civic Groups*
- *Influencers*

Best "Community Service"

Spokane Navy Week

Best use of “Sporting Events / Local Attractions”

Chicago Navy Week

- Sporting events
- Chicago O’Hare
- Bud Billiken Parade

Best "Education" engagements

Atlanta Navy Week

- *Schools/Universities*
- *Mass Communication Specialist*
- *Le Cordon Bleu*

Best “Veterans” engagement

Milwaukee Navy Week

- VA Hospital
- Village at Manor P

Best "Diversity" engagements

Kansas City Navy Week

- *Hispanic Chamber of Commerce*
- *LULAC*
- *Breakfast Forum*

Best use of the “Media”

Tampa Navy Week

- Media partnership
- Stats
- Community Websites

Best use of "Leaders to Sea"

Baltimore Navy Week

- ***Return on Investment***
-

Break

CAPT Tim Wilson
Executive Director, CoNA

Centennial Celebration Overview

Navy Week Officers In Charge

Week-by-Week

Preview

of

2011 Navy Weeks

Tampa Bay Navy Week (Jan 22-29)

OIC: LT Sircy Puello **NOSC**: Tampa University of Tampa **NRD Miami (PAO):** MCC **NROTC**:

Band: Southeast **Region**: Southeast

Event: Gasparilla Pirate Festival

DMA: 13
MSA: 21
CNRC Awareness Index: 3
Established Market: 2006, 2007, 2008, 2010

Flag Hosts:
VADM Carol Pottenger
RDML Troy Shoemaker
Marquee Asset:
TBD Surface Ship
Specialty Assets:
Medical, USS Constitution Sailors
Namesake Asset:
USS Florida (SSGN 728)

Austin Navy Week (March 19-26)

OIC: LCDR Braun
NOSC: Austin
Band: Mid-South

NRD San Antonio (PAO): Ms. Wallerstedt
NROTC: University of Texas
Region: Southwest

Event: Rodeo Austin

DMA: 49
MSA: 38
CNRC Awareness Index: 3
New Market

Flag Hosts:
ASN Juan Garcia
VADM Mark Skinner
RADM Dan Davenport
Marquee Asset:
Leap Frogs
Specialty Assets:
Medical, USS Constitution Sailors
Namesake Asset:
USS Texas (SSN 775)

Mississippi Navy Week (March 19-27)

OIC: LCDR Bou **NRD New Orleans (PAO):** MC1 Keilman **NOSC**: Meridian/Gulfport **NROTC**: University of Mississippi
Band: New Orleans **Region**: Southeast

Event: Thunder Over the Bay/Meridian Air Show

DMA: 90 (Jackson)
MSA: 96 (Jackson)
CNRC Awareness Index: 3
New Market

Flag Hosts:
SECNAV Ray Mabus
RADM AJ Johnson
Marquee Asset:
Blue Angels
Specialty Asset:
Seabees
Namesake Asset:
PCU Mississippi

Dallas Navy Week (April 10-17)

OIC: LCDR West Sullivan **NOSC**: Fort Worth **NRD Dallas (PAO)**: MC1 **NROTC**: University of Texas

Band: Mid-South **Region**: Southeast

Event: NAS/JRB Ft. Worth Air Power Expo

DMA: 5
MSA: 9
CNRC Awareness Index: 3
Established Market: 2005, 2006, 2007
Diversity City: African-American, Asian-American

Flag Hosts:
ADM Pat Walsh - TBD
RDML Ken Carodine
RDML John Sadler
Marquee Asset:
Blue Angels
Specialty Assets:
EOD, Medical
Namesake Assets:
USS Dallas (SSN 700), USS Texas (SSN 775), USS Fort Worth (LCS 3)

Denver Navy Week (May 2-8)

OIC: CDR Klee **NRD Denver (PAO):** Mr. Puleio **NOSC**: Denver **NROTC**: Univ. of Colo. at Denver
Band: Southwest **Region**: Southwest

Event: Cinco de Mayo

DMA: 18
MSA: 19
CNRC Awareness Index: 2
Established Market: 2005, 2006, 2007, 2008, 2009

Flag Hosts:
RADM William French
RDML Herman Shelanski
Marquee Asset:
Leap Frogs
Specialty Asset:
Divers
Namesake Assets:
USS Denver (LPD 9), USS Arleigh Burke (DDG 51)

New Orleans Navy Week (May 5-11)

OIC: CDR Filostrat **NRD New Orleans (PAO):** MC1 Keilman **NOSC**: New Orleans **NROTC**: Tulane University
Band: New Orleans **Region**: Southeast

Event: N’awlins Air Show

DMA: 53
MSA: 35
CNRC Awareness Index: 1
Established Market: 2009

Flag Hosts:
RADM Victor Guillory
DUSN Mark Gorenflo
Marquee Asset:
Blue Angels
Specialty Assets:
TBD Surface Ship, EOD, Medical
Namesake Assets:
USS New Orleans (LPD 18), USS Louisiana (SSBN 743)

Philadelphia Navy Week (May 23-29)

OIC: CAPT Bates Kaylor
NOSC: Wilmington/Ft. Dix Consortium
Band: Fleet Forces

Event: Millville AAF Wings & Wheels Air Show
DMA: 4
MSA: 6
CNRC Awareness Index: 2
Established Market: 2006, 2007, 2008
Diversity City: African-American, Asian-American

NRD Phila. (PAO): MC2

NROTC: Philadelphia

Region: Mid-Atlantic

Flag Hosts:
VADM Daniel Holloway
RADM Joseph Kilkenny
RADM(sel) Scott Weikert
Marquee Asset:
Blue Angels
Specialty Assets:
TBD Surface Ship, Seabees
Namesake Assets:
USS Pennsylvania (SSBN 735), USS Barry (DDG 52), USS Nicholas (FFG 47)

Chattanooga Navy Week (June 11-19)

OIC: LT Tobin Kennedy **NOSC**: Chattanooga **NRD Nashville (PAO)**: MC2 **NROTC**: Vanderbilt University
Band: Mid-South **Region**: Midwest

Event: Riverbend Festival

DMA: 86
MSA: 90
CNRC Awareness Index: 3
Established Market: 2007, 2009

Flag Hosts:
VADM Harry Harris
MCPON Rick West
Marquee Asset: Leap Frogs
Specialty Asset: Divers
Namesake Asset: USS Tennessee (SSBN 734)

Quad Cities Navy Week (June 16-22)

OIC: LCDR Leanos **NRD Minneapolis (PAO)**: MC1 Sawyer **NOSC**: Rock Island **NROTC**: University of Illinois
Band: Great Lakes **Region**: Midwest

Event: Quad Cities Air Show

DMA: 97
MSA: 116
CNRC Awareness Index: 1
Established Market: 2009

Flag Hosts:
RDML Thomas Cropper
RDML Tilghman Payne
Marquee Asset: Blue Angels
Specialty Asset: Divers
Namesake Asset: USS The Sullivans (DDG 68)

Chicago Navy Week (June 25-July 4)

OIC: CDR Schroeder **NRD Chicago (PAO):** Mr. Lumsden **NOSC**: Chicago **NROTC**: Northwestern University
Band: Great Lakes **Region**: Midwest

Event: Taste of Chicago/NBGL Centennial

DMA: 3
MSA: 3
CNRC Awareness Index: 2
Established Market: 2005, 2006, 2007, 2008, 2010
Diversity City: African-American, Hispanic, Asian-American

Flag Hosts:
ADM Gary Roughead -TBD
RADM William Hilarides
RADM Clarke Orzalli
Marquee Asset:
Leap Frogs
Specialty Assets:
USS Constitution Sailors, Medical
Namesake Assets:
USS Chicago (SSN 721), USS Rickover (SSN 709)

Rochester Navy Week (July 11-17)

OIC: CDR Trombetta **NRD Pittsburgh (PAO):** MCC Siegrist **NOSC**: Rochester **NROTC**: University of Rochester

Band: Northeast **Region**: Mid-Atlantic

Event: ESL International Air Show

DMA: 80
MSA: 47
CNRC Awareness Index: 1
Established Market: 2009

Flag Hosts:
RADM Donald Quinn
RDML Gretchen Herbert
Marquee Asset:
Blue Angels
Specialty Asset:
EOD
Namesake Asset:
USS New York (LPD 21)

Detroit Navy Week (July 16-24)

OIC: LCDR Jackson Wax **NOSC**: Detroit Michigan

Band: Great Lakes

NRD Michigan (PAO): MC2

NROTC: University of

Region: Midwest

Event: Thunder over Michigan Air Show

Flag Hosts:
VADM Allen Myers
RADM Thomas Meek

Marquee Asset:
Blue Angels

Specialty Assets:
Seabees, Hometown Sailors from USS George Washington

Namesake Asset:
USS Michigan (SSBN 727)

DMA: 11
MSA: 8
CNRC Awareness Index: 3
Established Market: 2005, 2006, 2007
Diversity City: African-American

Los Angeles Navy Week (July 25-31)

OIC: CDR Scholl **NRD Los Angeles (PAO):** MCC Briggs **NOSC**: Los Angeles **NROTC**: UCLA
Band: Southwest **Region**: Southwest

Event: Summer X Games

DMA: 2
MSA: 2
CNRC Awareness Index: 2
Established Market: 2008
Diversity City: African-American, Hispanic, Asian-American

Flag Hosts:
ADM Jonathan Greenert
RADM Michael Shatynski
RDML Craig Faller
Marquee Asset:
Leap Frogs
Specialty Assets:
CVN, 2 DDGs, MCM, Medical
Namesake Assets:
USS Reagan (CVN 76), USS Pasadena (SSN 752), PCU California (SSN 781)

Fargo Navy Week (August 8-14)

OIC: LT Valverde **NRD Minneapolis (PAO):** MC1 Sawyer **NOSC**: Fargo **NROTC**: University of Minnesota

Band: Great Lakes **Region**: Midwest

Event: Fargo Air Show

DMA: 121
MSA: 182
CNRC Awareness Index: 1
New Market

Flag Hosts:
VADM Michael Miller
RDML Mark Guadagnini

Marquee Asset:
Blue Angels

Specialty Asset:
EOD

Namesake Asset:
PCU North Dakota (SSN 784)

Indianapolis Navy Week (August 13-22)

OIC: CDR Tyler Wax **NOSC**: Indianapolis **NRD Michigan (PAO)**: MC2 **NROTC**: University of Notre Dame

Band: Great Lakes **Region**: Midwest

Event: Indiana State Fair

DMA: 25
MSA: 29
CNRC Awareness Index: 1
Established Market: 2006, 2007

Flag Hosts: VADM Mark Harnitchek RDML Scott Craig
Marquee Asset: Leap Frogs
Specialty Asset: Divers
Namesake Assets: USS Gridley (DDG 101) , USS Shoup (DDG 86)

Cincinnati Navy Week (August 29-September 5)

OIC: LT Leach Bryska **NOSC**: Cincinnati University
Band: Fleet Forces

NRD Ohio (PAO): MC1
NROTC: Miami

Region: Midwest

Event: Riverfest

DMA: 34
MSA: 24
CNRC Awareness Index: 2
Established Market: 2007

Flag Hosts:
VADM Dirk Debbink
RDML Anatolio Cruz
Marquee Asset:
Leap Frogs
Specialty Asset:
Seabees
Namesake Assets:
USS Ohio (SSGN 726) , USS Kaufman (FFG 59)

Omaha Navy Week (September 6-11)

OIC: LT Jane Sawyer **NOSC**: Omaha **NRD Minneapolis (PAO)**: MC1 **NROTC**: Univ. of Nebraska - Lincoln
Band: Great Lakes **Region**: Midwest

Event: Guardians of Freedom Air Show

DMA: 76
MSA: 61
CNRC Awareness Index: 1
Established Market: 2006, 2007, 2009

Flag Hosts:
RADM Douglas McAneny
RADM Tom Copeman
Marquee Asset: Blue Angels
Specialty Asset: Divers
Namesake Asset: USS Nebraska (SSBN 739)

New England Navy Week (Sept 24 - Oct 2)

OIC: LCDR Brawley **NRD New England (PAO):** MCC Delaughter **NOSC**: Plainville /Quincy **NROTC**: College of the Holy Cross
Band: Northeast/USNA **Region**: Midatlantic

Event: The Big E/New England Fair

DMA: N/A
MSA: N/A
CNRC Awareness Index: N/A
New Market

Flag Hosts:
RADM James Wisecup
RDML Walter Carter
Marquee Asset:
Leap Frogs
Specialty Asset:
USS Constitution Sailors
Namesake Asset:
USS Springfield (SSN 761)

Albuquerque Navy Week (Oct 1-9)

OIC: LCDR Ferrari **NRD Phoenix (PAO):** MC1 Melendez **NOSC**: Albuquerque **NROTC**: University of New Mexico
Band: Southwest **Region**: Southwest

Event: Albuquerque International Balloon Festival

DMA: 44
MSA: 62
CNRC Awareness Index: 1
Established Market: 2008, 2009

Flag Hosts:
VADM Allen Myers
RADM Mike Broadway
SES Carla Lucchino
Marquee Asset: Leap Frogs
Specialty Asset: EOD
Namesake Assets: USS Albuquerque (SSN 706), USS New Mexico (SSN 779)

El Paso Navy Week (Oct 17-23)

OIC: LT Barker Melendez **NOSC**: El Paso **NRD Phoenix (PAO)**: MC1 **NROTC**: University of New Mexico
Band: Southwest **Region**: Southwest

Event: Amigo Air Show

DMA: 98
MSA: 64
CNRC Awareness Index: 3
New Market Diversity City: Hispanic

Flag Host: RADM David Dunaway
Marquee Asset: Blue Angels
Specialty Asset: USS Constitution Sailors
Namesake Asset: USS Texas (SSN 775)

San Antonio Navy Week (Oct 24-30)

OIC: LT Peske **NRD San Antonio (PAO):** Ms. Wallerstedt **NOSC**: San Antonio **NROTC**: University of Texas
Band: New Orleans **Region**: Southwest

Event: Randolph AFB Air Show

DMA: 37
MSA: 30
CNRC Awareness Index: 2
Established Market: 2005, 2006, 2007, 2008, 2010
Diversity City: Hispanic

Flag Hosts:
ASN Juan Garcia
RDML Bob Kiser
Marquee Asset: Blue Angels
Specialty Asset: Seabees
Namesake Assets: USS San Antonio (LPD 17), USS Texas (SSN 775)

Break

Mr. Pat Burns
and
CDR Rick Haupt
2012 and the War of 1812 Commemoration

RDML Moynihan

Closing Remarks